

3. Sustainable Management in India.
4. Sustainable and ethical system of management.

C. Finance

1. Behavioural finance.
2. Digital financial services.
3. Risk Management.
4. Big data modelling.
5. Financial Inclusion.
6. IFRS and reporting standard.
7. Banking and Insurance.
8. Accounting

D. Economics

1. Macro-Economic Issues and Challenges
2. Inclusive Growth & Development
3. Rural Development
4. Environment & Ecological Economics
5. Public Finance
6. Indian Economic Problems

E. Human Resource Management.

1. Emotional intelligence.
2. Knowledge management.
3. Human values, ethics & CSR
4. Industrial relation & labour welfare
5. Organisational culture, development and changes
6. Quality of work life
7. Work force sustainability in present scenario

F. Operation and IT

1. Data Analysis/ Analytics
2. Total quality management.
3. Supply chain managements.
4. E-governance/ ERP
5. ICT in Education, Medical & Societal Development

G. Production Management

All aspect of Production Management

The above areas of management are indicative of research areas but the papers can be of any aspect management.

INSTRUCTION FOR AUTHORS

The paper should not exceed 3000 words and should contain abstract. Margin should be 2.5 cm or 1 inch from each side. The font should be 'Time new roman' with 12 size with single space. Extended abstract less than 1000 words is also invited, followed by submission of full paper.

Dates:

Last date of submission of abstract/
full paper 28th Feb-2018
Date of confirmation 02-Mar-2018
All communications related to research paper should be sent to smpcet2018@gmail.com

For any queries call/email:

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Industry delegate	: Rs. 3000

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**NATIONAL SEMINAR
ON
SUSTAINABLE MANAGEMENT
PRACTICES: CONCEPTS AND
EMERGING TRENDS
(SMP CET, 2018)**

10th AND 11th MARCH, 2018

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ABOUT UNIVERSITY:

Sambalpur University located in the Western Odisha has come in to being with effect from 1st January, 1967 by virtue of the Sambalpur University Act, passed on 10th December, 1966. The University has been actively engaged in disseminating advanced knowledge in the field of management, science, technology, humanities, and medicine. There are 24 post graduate departments in the university that cater to the needs of higher education and research especially in the 10 districts of Western Odisha.

ABOUT THE DEPARTMENT

The Post Graduate Department of Business Administration, Sambalpur University was established in the year 1989 in the Western part of Odisha to impart all-round, value-based management education to all. In this lively green campus, we build the competency, courage and character of our students to face the challenges of the world. To meet the demand of the Knowledge Society, we offer specialisation in the functional area of Marketing, Finance, Human Resources, Production and Operations and systems to our Students. The faculty members of our Department are rich in work experiences and have the best abilities to conduct research to impart pertinent knowledge for the current issues and challenges of the businesses. Our Department is committed to quality knowledge creation through publishing research articles in National and International journals and our faculties have produced a good number of Doctorates. The Department offers Doctoral Program in finance, marketing, production, operations and human resources management. Our students are serving in the reputed companies in India and abroad.

SUSTAINABLE MANAGEMENT PRACTICES: CONCEPTS AND EMERGING TRENDS (SMP CET, 2018)

Sustainability is a pragmatic word that initiates the discipline and development of contemporary drive. Sustainability in natural and man-made resources is the distinct area of exploration and practice. Systematic and critical consideration of these resources is necessary to understand and develop in society. Papers and cases are therefore invited on contemporary initiatives and practices in all functional aspects and sectors of management such as organizational forms and design, finance, capabilities and human resources, marketing and market development, economics, development operations, supply and value-chains, and E-governance initiatives, livelihoods promotion and agribusiness, among others.

WHO CAN PARTICIPATE IN THE SEMINAR?

The National seminar is open to practitioners, academicians, research scholars, post graduate students and policymakers who are engaged directly or indirectly with the field of Management, Economics and Finance.

INVITATION OF ABSTRACTS OF PAPERS/CASES

The following types of contributions are invited from the interested participants:

Papers: Conceptual/review and empirical papers based on research, practice

Management Cases: Management/decision Cases based on real life decision dilemma and Case Studies on relevant areas as noted below

THEMATIC AREAS

Abstracts / Full Papers and Management Cases are invited on the following areas:

A. Marketing

1. Brand sustainability.
2. Sales process sustainability.
3. Sustainable post-purchase services.
4. Emerging practises of customer-satisfaction.
5. Volatility of existing management concept.
6. Sustainability of e-marketing.
7. Agri-business Management and Agri-marketing.

B. Entrepreneurship and Management

1. Sustainable Entrepreneurship
2. Sustainable Business Practices- The importance of CSR.